



## NOTICE!

I wish to call your attention to the fact that the Optical Department is now completed and I will be glad to have you call and consult with your eyes or your old glasses need changing. I am prepared to give you the best service obtainable, having all the facilities necessary for making a thorough examination.

Office at  
G. A. Pfeiffer's Jewelry Store

**DR. WM. G. PFEIFFER**  
OPTOMETRIST AND OPTICIAN



## THE MORNING HERALD

BY E. W. HARRIS & SON.

Entered at the postoffice at Greenville, Texas, as second-class mail matter.



Friday, Dec. 2, 1910.

### CITY ANNOUNCEMENTS.

For Tax Assessor and Collector:  
JIM McPADDEN,  
R. Q. TOLBERT,  
JOHN H. ELLIS,  
VIRGIL JOHNSON,  
LOUIS MOHRIS,  
JESSE A. NORTON,  
E. T. FRYER,  
MARVIN S. JONES,  
CLAUDE LONG,  
HUGH HORN.

### MALEFACTORS OF GREAT WEALTH.

The whole world seems

Brims of cheer.

The time the kids

Dreams of a hero—

Or nearly here—

A few days more

And Santa Claus

Will make a goal.

Then Santa Claus

Will fill wee socks

With dolls and guns

And building blocks

And horns and things

The kids love so.

And then he'll shake

His heels and go

Off on his way.

Round the horns

Of his reindeer

Across the roofs

And then old Christmas

Won't be here

Until we live

Another year.

But there'll be empty

Stockings, too.

Alas! that's the thing

That makes me blue

For I just make

My anger rare

When I see tears

In baby eyes!

I wish I had

A bunch of strings

On them who raise

The coat of things.

I'd want them so

I'd shake 'em free

From all the wealth

They're stole by God!

For they are thieves!

They are, because

They'd rob the kids

Of Santa Claus!

It grieves them—

Make me so hot—

What the Tasmanian

Turkey did.

### AN INSTRUCTIVE LECTURE.

Effects of Alcohol Upon the Human System.

The following instructive lecture

was delivered by Dr. M. H. L. Moody

before the West Greenville Sunday

school and is published in the Herald

at the request of the W. C. T. U.

"In the few minutes allotted me I

can not hope to go into detail in the

consideration of the subject before us

at this hour, but if I shall be able to

relate sufficient facts which shall

cause you to become dissatisfied with

the effects of alcohol upon the system

and arouse your latent energies in

opposition to its influence I shall feel

the time well spent.

"Broadly speaking, we may say that

alcohol is an irritant and poison to

the entire economy. Briefly, let us

consider some of the effects upon the

different organs of the body. When

a glass of alcohol is swallowed the mu-

cus membrane is irritated, burned

and contracted. This begins in the

mouth and extends through the al-

imentary tract. There is no conver-

sion nor spitting up of this drug. It

the stomach or intestines, but very

quickly it is absorbed as such and

taken to every part of the body where

it can be found as pure alcohol.

"The heart is quickened, small

blood vessels over the surface of the

body become dilated, causing the sur-

face to appear rosy and full warm.

The brain and nervous system are

stimulated; thoughts come in quicker

succession and ideas are more readily

expressed.

"Upon the stomach its continued

use means curbing of the living of

the entire organ and a drying up of

the secretory glands which have to do

with digestion. The small blood ves-

sels are dilated and the organ ap-

pears red and congested. The liver

becomes diseased, growing larger and

may develop fatty degeneration or

atrophy and become hard and tough.

The kidneys may undergo similar

change.

"In the heart the vasomotor nerves

are so affected, resulting in dilation of

the small blood vessels and fatty de-

generation, and dilation are both com-

mon. The effect upon the nerves is

that of degeneration, the cells and fi-

bers become diseased, the nerves first

enlarge and finally undergo atrophy

and fatty degeneration. In the

blood is noticed hardening and

shriveling of the corpuscles. The

blood vessels become dilated while

the walls are thickened and be-

come shriveled. The veins become the

victim of different conditions, chro-

nic inflammation and atrophy of optic

nerves and blindness.

"Having seen the effect upon the

various organs of the body now may

we intelligently look at some of the effects

upon the various functions of the

body. Take digestion. As a result

of the effects upon the stomach as al-

ready mentioned, the body readily un-

derstands why the process of diges-

tion is interrupted with. The mucous

membrane being kept covered with a

thick mucus, resulting from the en-

larged process, the intermingling of

the digestive juices with the food is

interrupted with. There is a limited

amount of these juices on account of

the diseased condition of the glands

which secrete them. Hence the food

is not digested as thoroughly as it

should be. Then, too, the powers of

absorption are lessened and there is

a lack of mobility, whereupon the food

remains in the stomach too long, de-

veloping it of the action of the in-

terial gases which are so essential to

full and complete digestion.

"Assimilation—As a result of this

interrupted digestion and slow absorp-

tion, proper assimilation can not be

had. Therefore, a partially digested

food is slowly absorbed, which reaches

the system in an unprepared state.

Thus, of course, means malassimilation

and various other conditions.

"Elimination—As a result of mal-

assimilation many poisonous products are

formed in the body which must be got

rid of, else the body succumbs to

their influence. This elimination

takes place through the kidneys, bow-

els, lungs and skin. With these or-

gans affected as we have mentioned

the process of elimination can not

go on as it should and there results

accumulation of these poisons, the

blood becomes charged with them and

they are taken to all parts of the sys-

tem which very disastrous results are

felt in certain or all parts of the sys-

tem.

"Oxidation—It being the function

of the red blood corpuscles to carry

oxygen to all parts of the sys-

tem, the distributing of oxygen

must necessarily be affected when

the red cells are affected. Hence

oxidation, which is highly important

is greatly impeded.

"Resistance—By nature the body is

given certain powers of resistance

which maintain the normal condition

and body equilibrium. It is this power

which prevents and combats disease.

Alcohol lowers this resistance, there-

by rendering the body more suscep-

tible to disease and less resistant after

disease is established.

"Temperature—Under its influence

while the surface is made to glow and

feel warm the real temperature of

the body is being lowered. This makes

it a dangerous thing while out very

long in the bitter cold for while one

feels being warmer they are in fact get-

ting colder, and those out in the ex-

treme cold indefinitely will freeze

much earlier than those who practice

good abstinence.

"Growth—From the effects upon the

system and functions of the body,

growth and development is stayed.

Begin with the child at birth and give

alcohol, even in moderate quantities,

regularly until it is grown and instead

of having a well developed, at one

healthy person you will produce a

stunted and feeble man.

"Now, from the foregoing it is evi-

dent that alcohol is neither a stimu-

lant nor a food. The seeming stimu-

lant is nothing more nor less than

a poisonous agent upon the higher

centers, which preside over the body

simply allowing greater freedom of

control of the limited power of con-

trol. This even, however, is soon dis-

turbed by depression. In the true

state of mind.

"Remember then that it distances

the whole body and mind and pre-

vents to old age and will eventually

lead you either in the asylum or grave

and in many instances both.

"Insurance companies have long

since recognized these facts which

make it difficult or impossible for

those addicted to its use to get insur-

ance. Aside from the medical aspect

that it prevents you from attaining a

high standard in society, interferes

with your securing desirable and re-

sponsible positions, destroys the peace

and happiness of your home, brings

disappointment to your friends and

ends your life in wretchedness. May

it ever be your good pleasure to re-

fracture against the influence of this

mighty evil."

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## End-of-the-Month Economy Event

OF GREAT IMPORTANCE

REMARKABLE BUYING OPPORTUNITIES AT McBRIDE'S—YOU WILL FIND EVERY DEPART-  
MENT REPLENISHED WITH HIGH SEASONABLE GOODS AT THE LOWEST PRICES. BOUGHT BY  
OUR BUYER ON HIS SECOND TRIP TO MARKET THIS FALL—MERCHANDISE THAT IS OF THE  
BEST QUALITY AND MOST DESIRABLE STYLES. DURING THE BIG WHOLESALE HOUSES'  
SALES IN ST. LOUIS OUR BUYER SECURED MANY EXCEPTIONAL VALUES AND WE ARE OF-  
FERING THEM TO YOU NOW AT THESE SAME LOW PRICES. THERE IS NOT A WANT FELT  
BUT WHAT IT CAN BE FILLED AT OUR STORE. IF YOU WANT THE BEST VALUES YOU  
SHOULD COME HERE. YOU CANNOT BE DISAPPOINTED IN OUR OFFERINGS. IN SUITS,  
WRAPS, CLOTHING, SHOES, NOVELTIES, ETC., YOU WILL FIND ATTRACTIVE NEW STYLES.  
COME TODAY AND MAKE YOUR SELECTION AND SAVE MONEY.

## Young Men Select Your Fall Suit Today

WHILE THE ASSORTMENT OF THE MOST PERFECT MODELS IS COMPLETE—A

### Schloss Baltimore Suit

Is correct to wear anywhere—any time—they are the most perfectly tailored ready-to-wear garments sold anywhere. Note the rich new shades of brown, in stripe, paid check and solid shades—the no-  
toring black, gray, tan, smoke, green, and the novelty mixtures. Perfect fitting collars and lapels, high class finish in every respect, graceful hanging coat, MADE TO HOLD THEIR SHAPE, NOT MERELY PRESSED INTO SHAPE.



\$10.00 up to \$30.00